



**2024**

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**ANNUAL  
REPORT**







“

# MISSION

**MVC is "Always on Mission" to serve Veterans as the first choice in skilled nursing care; best choice in securing benefits; and proven choice in a dignified resting place.**

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# 2024 MESSAGE FROM THE EXECUTIVE DIRECTOR



## Paul Kirchhoff, *Executive Director*

On behalf of the Missouri Veterans Commission (MVC), it is my privilege to present the Fiscal Year 2024 Annual Report. Our mission is to be the first choice in skilled nursing care; best choice in securing benefits; and proven choice in a dignified resting place. Our team does an incredible job of acting out our mission by placing Veterans and their families in the center of our three core programs; Veterans Homes Program, Veterans Cemeteries Program, and Veterans Service Program. Our amazing team has dedicated themselves to the nearly 400,000 Veterans who call Missouri home.

We began the fiscal year by recognizing and celebrating all Korean War Veterans during the 70th Anniversary of the Korean War Veterans Armistice Day, which was held in the Capitol Rotunda on July 27. This moving event included a pinning ceremony, a resource fair, and a will clinic.

MVC saw incredible commitment to the Veteran population with budget support from both Governor Parson and the General Assembly. MVC received \$8M in general revenue to support renovations of our St. James Veterans Home, which dates back to the 1890s, and \$12M in general revenue to support renovations of our Cape Girardeau Veterans Home. These investments will help MVC achieve its goal of “Rebuilding the Foundation,” our theme for Fiscal Year 2024.

The Governor once again approved professional leadership development funding in the budget, allowing MVC team members identified as “top performers” opportunities for professional growth and learning. Investing in our greatest asset, our team members, makes a positive impact on our entire MVC workforce. We saw a 37% reduction in team member vacancies in FY24 and we continue to increase our recruiting and retention in an effort to better serve Missouri’s Veterans.

MVC continues to provide outstanding service as Veterans’ needs evolve. I am pleased to report a few substantial highlights showcasing our continued commitment to Missouri’s Veterans:

- Receiving a “Best in Class” customer satisfaction award from Pinnacle Quality Insight for all seven Missouri Veterans Homes.
- The General Assembly approved a budget for MVC’s new suicide prevention program in preparation of Senate Bill 912 and House Bill 1495 being approved in Fiscal Year 2025. These bills allow MVC to adopt programs and other assistance necessary to support efforts to prevent Veteran suicide.

The MVC team secured several significant wins during the year. Governor Parson proposed, and the State Legislators approved, \$19.9M in general revenue to help stabilize the Homes Fund and \$20M from the Budget Stabilization Fund to support the Homes Fund cash flow. These funds provided much-needed short-term budget stability. A long-term budget solution is required for MVC to fully recover from revenue loss that has taken place over the past decade and was compounded by the COVID pandemic. Cash flow shortages may disallow MVC to operate in future fiscal years. As we “Rebuild the Foundation,” we continue to build on the past three years’ short-term budget success, and continue to focus efforts on a stable budgetary framework with a long-term perspective.

In closing, I would like to thank Governor Parson and members of the Missouri General Assembly for their continued commitment to Veterans and the MVC workforce. I also want to thank each MVC team member. It is a great privilege and honor to work with a team that remains passionate and dedicated to providing outstanding service to Missouri’s Veterans and their families.

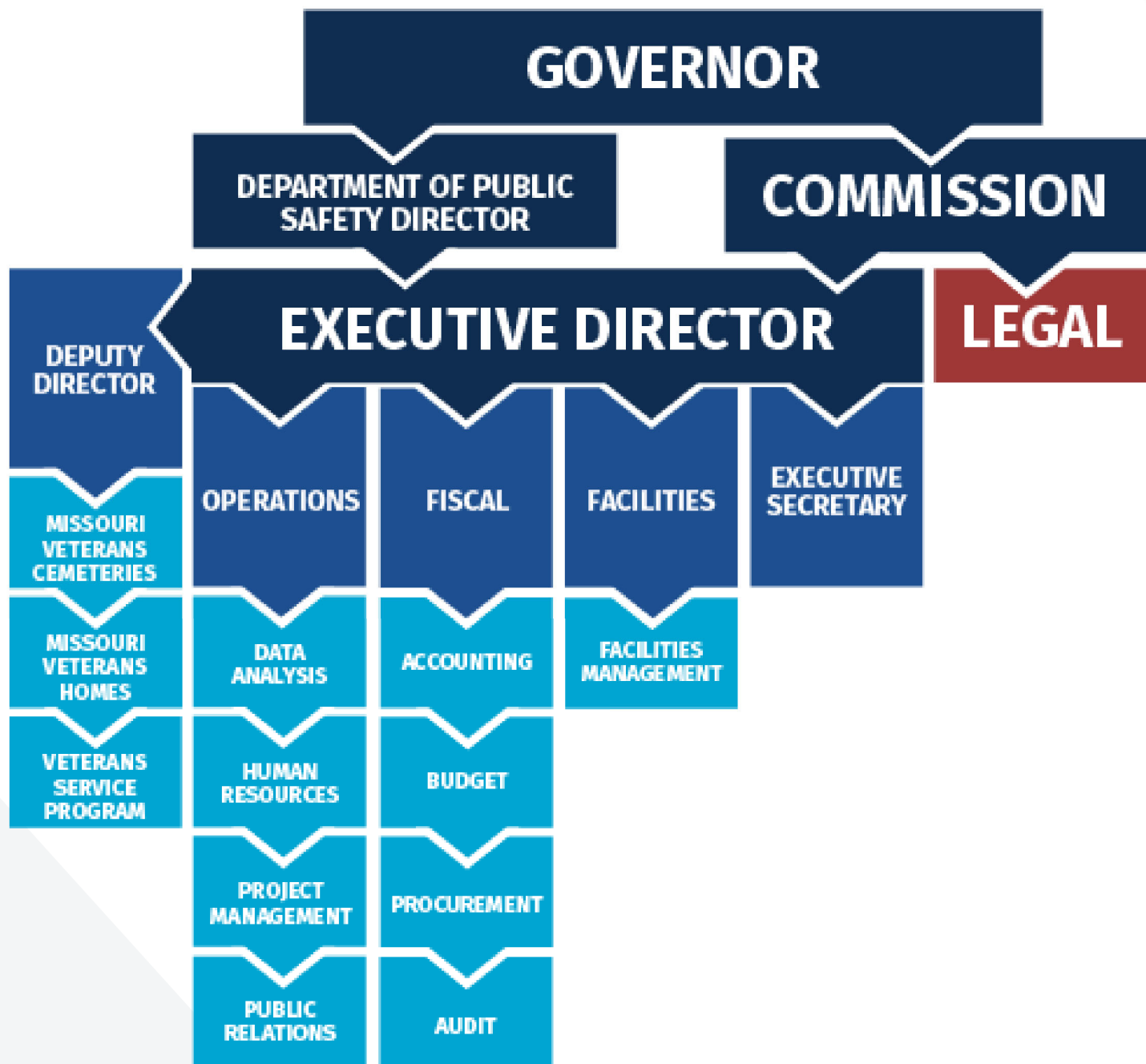
Respectfully,

A handwritten signature in dark ink that reads "Paul Kirchhoff". The signature is fluid and cursive, written over a light blue background.

Paul Kirchhoff, Executive Director

2024

# COMMISSION OVERVIEW





# 2024

## COMMISSION OVERVIEW

MVC is a state agency established by Missouri Statute to aid all Veterans, their dependents, and legal representatives by providing information regarding the rights of Veterans and their dependents and to assist Veterans in accessing their available benefits through the State and Federal Government.

The Commission is comprised of nine individuals; four members of the General Assembly, two appointed by the House of Representatives and two appointed by the Senate, and five members appointed by the Governor, confirmed by the Senate.

The Missouri Veterans Commission is comprised of three core programs administered by Headquarters team members and regulated by the Federal Department of Veterans Affairs. Programs within the Commission include:

- **Veterans Cemeteries Program:**  
Six state cemeteries that provide a dignified resting place for our nation's heroes.
- **Veterans Homes Program:**  
Seven facilities that provide unparalleled care for Veterans in need of 24/7 skilled nursing.
- **Veterans Service Program:**  
49 Veteran Service Officers throughout the state of Missouri that assist Veterans and their dependents in securing state and federal benefits.



**COMMISSION CHAIR**  
KELLY MCCLELLAND



**VICE-CHAIR**  
MEREDITH KNOPP



**SENATOR**  
STEVEN ROBERTS



**SENATOR**  
RICK BRATTIN



**REPRESENTATIVE**  
DAVE GRIFFITH



**REPRESENTATIVE**  
ROBERT SAULS



TIM SMITH



RANDY ALEWEL



STEVE MAPLES





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## VISION

To provide high quality, compassionate care for Veterans; seamlessly integrated with the Veteran community; emphasizing a culture of transparency and excellence.

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# 2024

## FISCAL REVIEW

The State Veterans Home Per Diem and the resident room and care payments are the two largest revenues that source continued operations for the Homes Program. These sources are 100% dependent on the number of Veterans residing in the seven Veterans homes. The VA reimburses expenses at a daily per diem rate based on the number of Veterans in the facilities. Room and care rates are charged to Veterans with less than a 70% service-connected disability rating.

MVC relies heavily on state funds to support continued operations. In prior fiscal years, the Veterans Homes Fund relied on solvency transfers from the Veterans Commission Capital Improvement Trust Fund (VCCITF). Given the continued decrease in revenue to support the VCCITF, this funding support is no longer available to source lost revenues.

In FY24, the Missouri Gaming Commission transferred \$7,241,384 to the VCCITF. This is the lowest revenue transfer from MGC in history and is not sufficient to support the substantial requirements of the fund which include operations and payroll for the Cemeteries Program, Veteran Service Officer Program, and Headquarters, maintenance and repair for all Homes and Cemeteries, utilities for all Homes and Cemeteries, Veteran Service Officer Grant Program, Veterans Recognition Program, and capital improvement needs of all Homes and Cemeteries.

Through continued financial support and commitment to Veterans from the Governor's office, General Assembly, federal and state departments, and partners, MVC was afforded the ability to meet short-term financial obligations. Through this collaborative support during FY24, MVC's dedicated funds will remain solvent through fiscal year 2025.

The infrastructure and fixed contractual obligations, alongside inflationary and talent acquisition constraints compound fiscal challenges. The long-term viability of MVC will require considerable support to sustain the Veteran support programs obligated by the State of Missouri.

### **DURING FY24 MVC RECEIVED MAJOR REVENUE SUPPORT FROM THE FOLLOWING SOURCES:**

1. U.S. Department of Veterans Affairs (VA) Federal Grant program reimbursements
  - State Veterans Home Per Diem
  - Cemetery Plot Allowance
  - Capital Improvement Projects
  - Recruitment and Retention Differentials
2. Room and care rates charged to Veteran residents (service connection rating below 70%)
3. Missouri Gaming Commission proceeds
4. Veterans Health and Care Funds – medical marijuana
5. Budget Stabilization Funds – one time funding
6. Veterans Reinvestment Funds – adult use marijuana
7. General Revenue

# 2024 FINANCIAL ACCOMPLISHMENTS



\$19.9M	Homes Fund financial support for operations from General Revenue fund
\$20M	Homes Fund cash flow support for operations from Budget Stabilization fund
\$13M	Homes Fund cash flow support from medical marijuana funds
\$6.3M	Homes Fund cash flow support for operations from adult use marijuana funds
\$7M	General Revenue fund to support the restoration, maintenance, and improvements to the National WWI Museum in Kansas City, Missouri
\$8M	General Revenue fund to support redesign and construction of deferred Missouri Veterans Home - St. James project
\$12M	General Revenue fund to support redesign and construction of deferred Missouri Veterans Home - Cape Girardeau project
\$10.8M	American Rescue Plan Act (ARPA) one-time funding from the VA extended from FY23
\$18.9M	Facilities Maintenance and Reserve Funding for COVID Construction Grant extended from FY23
\$2.2M	ARPA funding for the Missouri Veterans Home - St. James water and sanitation line replacement extended from FY23
\$1.5M	Budget Stabilization funding to address Veteran's homelessness in Missouri extended from FY23

# 2024

## REVENUE - ALL FUNDS

VETERANS HOME FUND	
VETERAN ROOM & CARE	\$16,164,598
VA PER DIEM & RETROACTIVE CLAIMS	\$65,152,918
VA RETENTION GRANT	\$349,324
SOLVENCY TRANSFERS IN - MEDICAL MARIJUANA	\$13,000,000
SOLVENCY TRANSFERS IN - ADULT USE MARIJUANA	\$6,355,407
SOLVENCY TRANSFERS IN - GENERAL REVENUE	\$9,250,140
SOLVENCY TRANSFERS IN - VCCITF	\$ -
ONE-TIME SOLVENCY TRANSFER IN - BUDGET STABILIZATION	\$20,000,000
ONE-TIME SOLVENCY TRANSFER IN - GENERAL REVENUE	\$10,699,345
OTHER	\$2,366,190
TOTAL DEPOSITS	\$143,337,922
VETERANS COMMISSION CAPITAL IMPROVEMENT TRUST FUND (VCCITF)	
PLOT ALLOWANCE	\$1,192,893
CONSTRUCTION (HOMES & CEMETERIES)	\$1,824,753
TRANSFERS IN (GAMING)	\$7,240,044
OTHER	\$892,029
TOTAL DEPOSITS	\$11,149,719
VETERANS ASSISTANCE FUND	
TRANSFERS IN (MEDICAL MARIJUANA)	\$ -
CONSTRUCTION (CEMETERIES)	\$100,074
OTHER	\$3
TOTAL DEPOSITS	\$100,077
VETERANS TRUST FUND	
DONATIONS	\$74,917
OTHER	\$66,952
TOTAL DEPOSITS	\$141,869
WORLD WAR I MEMORIAL TRUST FUND	
DONATIONS	\$140,663
OTHER	\$5,839
TOTAL DEPOSITS	\$146,501
FEDERAL STIMULUS	
ARPA FEDERAL STIMULUS (REBATES)	\$412
TOTAL DEPOSITS	\$412
<b>TOTAL REVENUE ALL FUNDS</b>	<b>\$154,876,501</b>



2024

## EXPENDED - ALL FUNDS



HOMES	VSP	CEMETERIES	HQ	TOTAL EXPENDITURE BY FUND
<b>VETERANS HOME FUND</b>				
\$121,074,881	\$814,519	\$ -	\$2,498,614	\$124,388,014
<b>VETERANS COMMISSION CAPITAL IMPROVEMENT TRUST FUND (VCCITF)</b>				
\$4,898,305	\$3,652,350	\$4,678,057	\$4,467,848	\$17,696,560
<b>VETERANS TRUST FUND</b>				
\$ -	\$10,951	\$ -	\$ -	\$10,951
<b>WORLD WAR I MEMORIAL TRUST FUND</b>				
\$ -	\$ -	\$ -	\$150,000	\$150,000
<b>EPIDEMIOLOGY AND LABORATORY CONTROL FUNDS</b>				
\$74,058	\$ -	\$ -	\$ -	\$74,058
<b>BUDGET STABILIZATION FUNDS</b>				
\$ -	\$ -	\$ -	\$1,395,846	\$1,395,846
<b>VETERANS ASSISTANCE FUNDS</b>				
\$753	\$ -	\$ -	\$ -	\$753
<b>CORONAVIRUS EMERGENCY SUPPLEMENTAL FUNDS</b>				
\$2,515,966	\$ -	\$ -	\$ -	\$2,515,966
<b>AMERICAN RESCUE PLAN ACT FUNDS</b>				
\$3,148,954	\$ -	\$ -	\$ -	\$3,148,954
<b>GENERAL REVENUE</b>				
\$89,875	\$4,224	\$6,603	\$7,005,004	\$7,105,705
<b>TOTAL EXPENDITURE BY PROGRAM</b>				
\$131,802,791	\$4,482,044	\$4,684,660	\$15,517,312	\$156,486,806





CPL GT-51 RAYMOND KNAUST  
HQ-219 FA - 2AD - US ARMY  
WWII - EUROPE



# 2024 VETERAN\* DEMOGRAPHICS



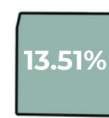
TOTAL VETERAN POPULATION IN MISSOURI IN FY24

## 392,041

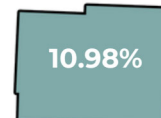
TOP 3 COUNTIES BY VETERAN DENSITY



PULASKI



MADISON



JOHNSON

TOTAL VETERAN POPULATION IN MISSOURI IN FY24

MALE VETERANS

## 351,147

FEMALE VETERANS

## 40,894

TOP 3 COUNTIES BY VETERAN POPULATION



ST. LOUIS



JACKSON



ST. CHARLES

MOST COMMON AGE GROUP OF MISSOURI VETERANS

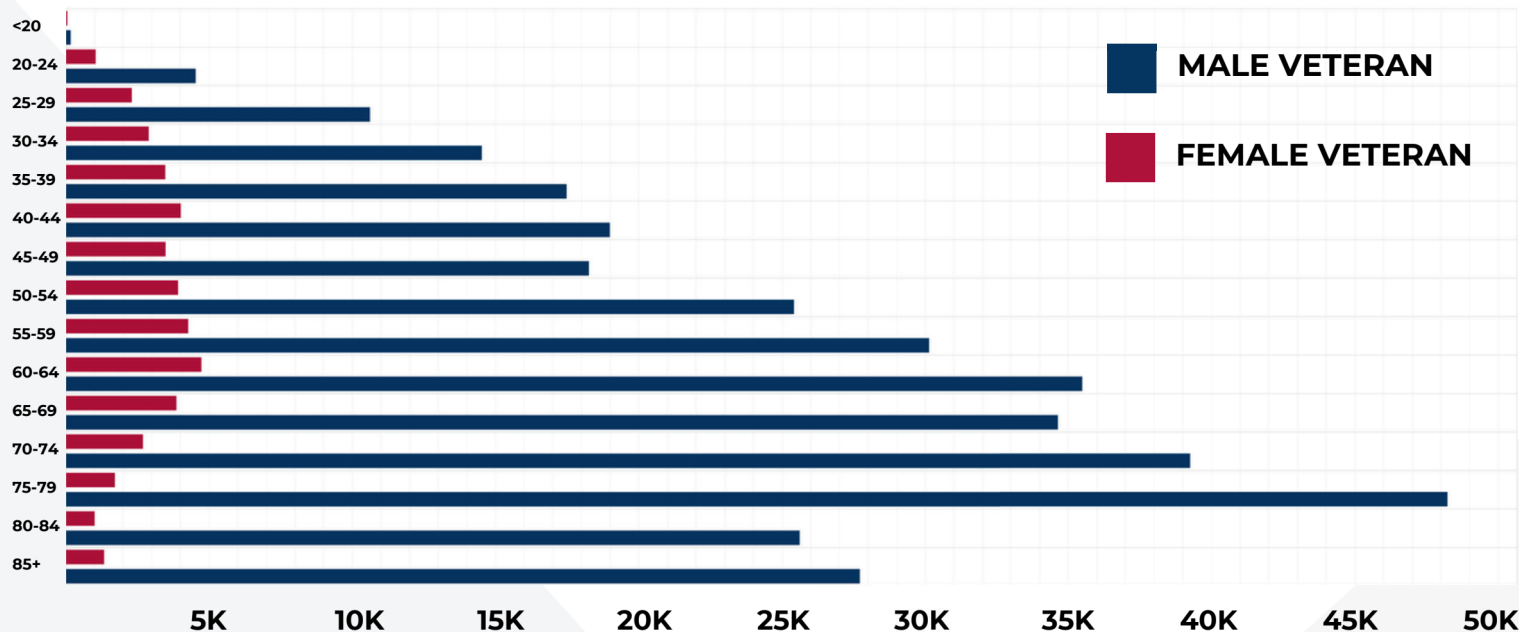
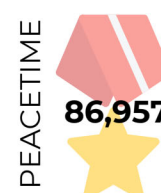
MALE VETERANS

## 75-79 YEARS OLD

FEMALE VETERANS

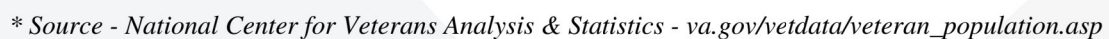
## 60-64 YEARS OLD

TOP 3 WARTIME ERAS BY VETERAN



\* Source - National Center for Veterans Analysis & Statistics - [va.gov/vetdata/veteran\\_population.asp](https://va.gov/vetdata/veteran_population.asp)

## FY24 MISSOURI VETERAN DENSITY BY COUNTY

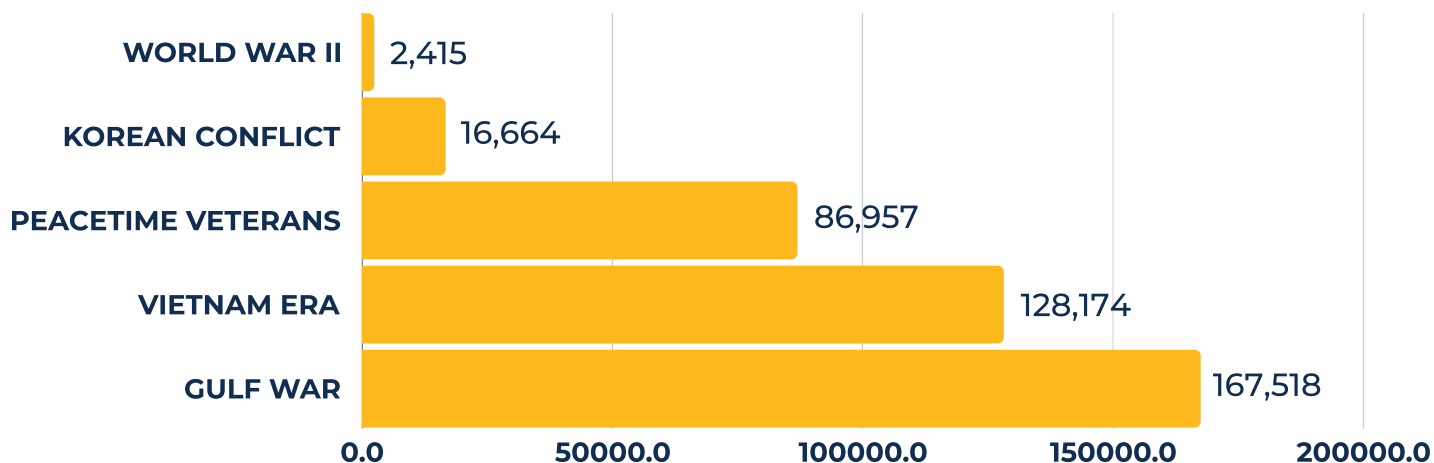




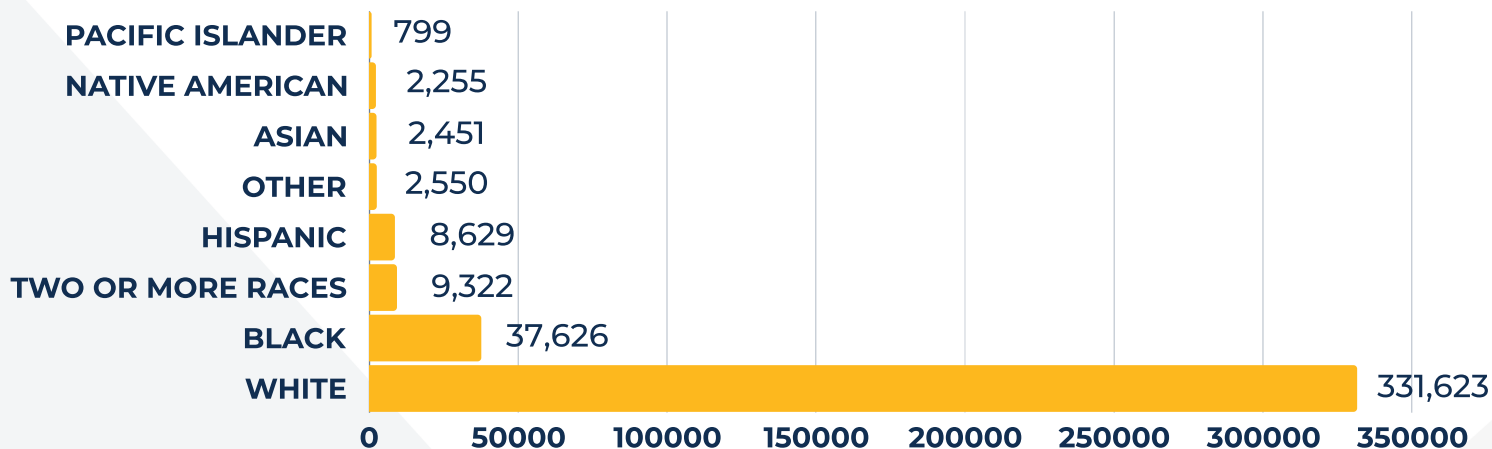
# 2024 VETERAN\* DEMOGRAPHICS



## FY24 MISSOURI VETERANS BY WARTIME ERA



## FY24 MISSOURI VETERANS BY RACE



\* Source - National Center for Veterans Analysis & Statistics - [va.gov/vetdata/veteran\\_population.asp](https://va.gov/vetdata/veteran_population.asp)





# 2024 VETERANS CEMETERIES PROGRAM



The Missouri Veterans Commission oversees a network of six state Veterans cemeteries that ensure access to a dignified resting place for Veterans and eligible dependents. There are five operational cemeteries located in Bloomfield, Fort Leonard Wood, Higginsville, Jacksonville, and Springfield. The sixth cemetery is located at the Missouri Veterans Home – St. James and is closed to interment.

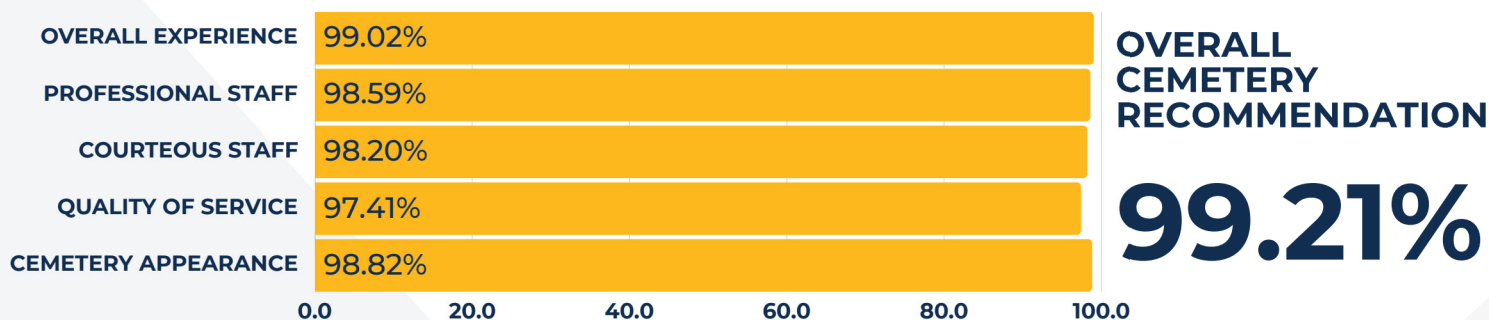
The Cemeteries Program continued its commitment to Veterans, their families, and team members. This year, 2,015 interments were conducted and over 32,000 existing grave sites over 212 developed acres were maintained. MVC received preliminary grant approval for a new columbarium wall for the Higginsville Cemetery for construction reimbursement of up to \$2.1M. The new wall will allow MVC to continue providing this highly desirable alternative to in-ground burial. This allows MVC to lay the foundation for excellent service to the Veteran population for years to come.

Every three years the National Cemetery Administration (NCA) conducts onsite inspections of each cemetery. During the inspection, 95 standards and measures are evaluated in categories including safety, interment operations, grounds maintenance, equipment maintenance, customer satisfaction, and headstone, marker, and niche cover. No cemetery was inspected in FY24. The teams in Springfield and Jacksonville are preparing for their FY25 inspections.

## MOST RECENT NCA TRI-ANNUAL REVIEW SCORES



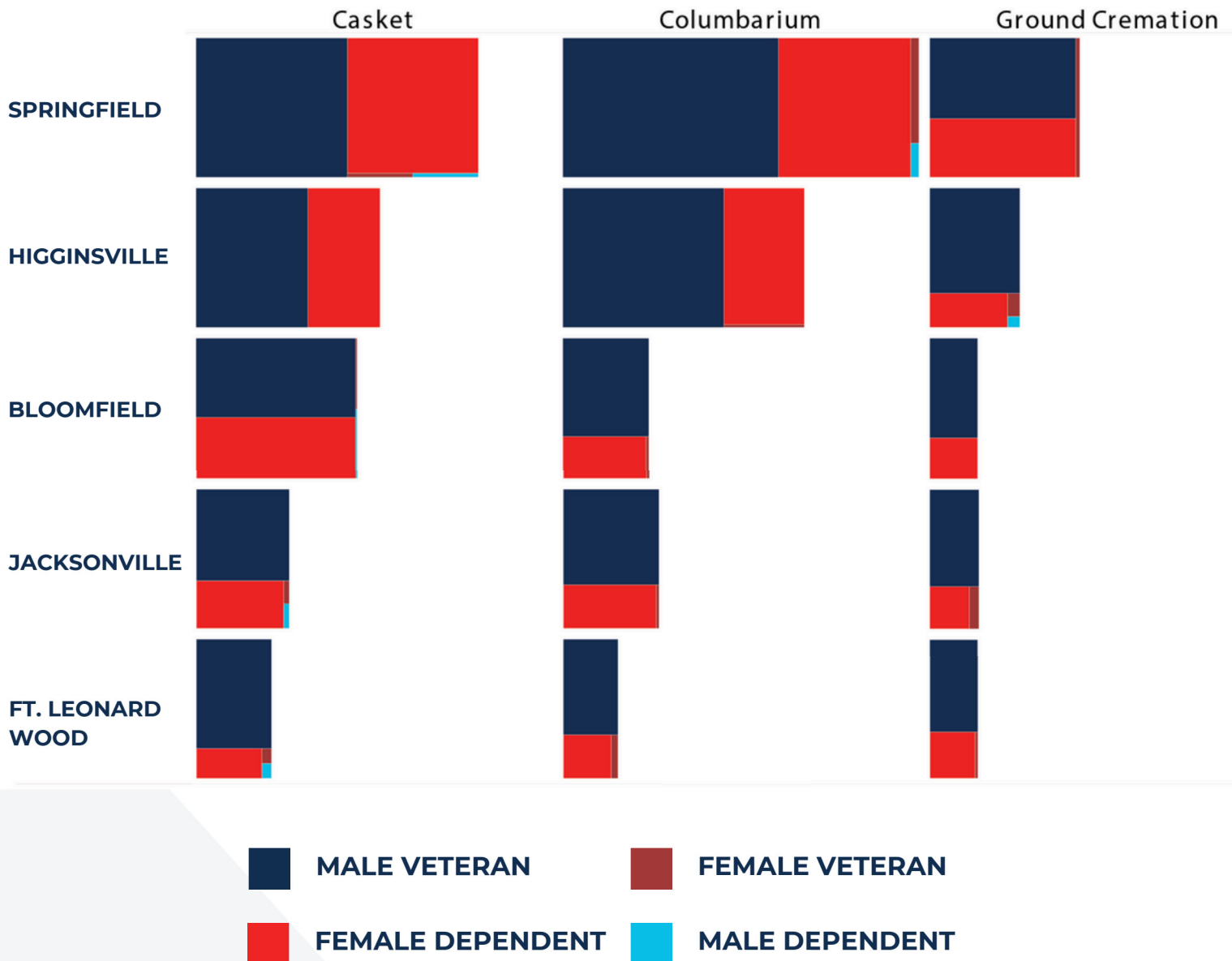
In addition to onsite inspections, the NCA conducts customer satisfaction surveys. Veteran next of kin and funeral home directors are surveyed in independently administered surveys. On average, the five cemeteries scored in the top tiers across all categories.



Each year, the Cemeteries Program takes part in annual events to honor those interred on our grounds. Wreaths Across America allows the interred to be remembered and honored during the holiday season with donated wreaths. On Memorial Day, each cemetery participated in a remembrance ceremony, hosting over 2,200 visitors collectively.

# 2024 VETERANS CEMETERIES PROGRAM

## FY24 INTERMENTS BY BURIAL TYPE, GENDER, LOCATION, AND VETERAN STATUS\*



\*An individual is counted for each war time era and branches in which they served.



# 2024 VETERANS CEMETERIES PROGRAM



		Casket	Columbarium	Ground Cremation	Grand Total
SPRINGFIELD	Male Veteran	152 (7.54%)	216 (10.72%)	85 (4.22%)	453 (22.48%)
	Female Dependent	126 (6.25%)	132 (6.55%)	62 (3.08%)	320 (15.88%)
	Female Veteran	2 (0.10%)	6 (0.30%)	3 (0.15%)	11 (0.55%)
	Male Dependent	2 (0.10%)	2 (0.10%)		4 (0.20%)
HIGGINSVILLE	Male Veteran	111 (5.51%)	160 (7.94%)	68 (3.37%)	339 (16.82%)
	Female Dependent	72 (3.57%)	79 (3.92%)	19 (0.94%)	170 (8.44%)
	Female Veteran		2 (0.10%)	2 (0.10%)	4 (0.20%)
	Male Dependent			1 (0.05%)	1 (0.05%)
BLOOMFIELD	Male Veteran	90 (4.47%)	60 (2.98%)	35 (1.74%)	185 (9.18%)
	Female Dependent	69 (3.42%)	25 (1.24%)	14 (0.69%)	108 (5.36%)
	Female Veteran	1 (0.05%)	1 (0.05%)		2 (0.10%)
	Male Dependent	1 (0.05%)			1 (0.05%)
JACKSONVILLE	Male Veteran	61 (3.03%)	65 (3.23%)	34 (1.69%)	160 (7.94%)
	Female Dependent	30 (1.49%)	29 (1.44%)	12 (0.60%)	71 (3.52%)
	Female Veteran	1 (0.05%)	1 (0.05%)	3 (0.15%)	5 (0.25%)
	Male Dependent	1 (0.05%)			1 (0.05%)
FT. LEONARD WOOD	Male Veteran	59 (2.93%)	39 (1.94%)	33 (1.64%)	131 (6.50%)
	Female Dependent	14 (0.69%)	15 (0.74%)	15 (0.74%)	44 (2.18%)
	Female Veteran	1 (0.05%)	2 (0.10%)	1 (0.05%)	4 (0.20%)
	Male Dependent	1 (0.05%)			1 (0.05%)
	<b>Grand Total</b>	<b>794 (39.45%)</b>	<b>834 (41.34%)</b>	<b>387 (19.05%)</b>	<b>2,015 (100.00%)</b>

0 215





# 2024 VETERANS HOMES PROGRAM



Each of the seven Missouri Veterans Homes provide comprehensive skilled nursing services to Veterans needing such care by a licensed physician. A full-time team of registered nurses (RNs), licensed practical nurses (LPNs), and certified nursing assistants (CNAs) provide round-the-clock medical and nursing care.

Rehabilitative services, such as occupational, physical, and speech therapy and recreational and restorative care, are provided under the direct supervision of licensed therapists and RNs. In addition to these services, Missouri Veterans Homes also provide pharmaceutical medications, physician care, dietary services, barber and cosmetology services, and laundry services at no additional fee. These extra services set the Missouri Veterans Homes apart when it comes to service and value.

MVC worked to rebuild the foundation by increasing staffing levels and increasing census during the fiscal year. More skilled team members mean MVC can care for more Veterans while maintaining quality and safety. Specifically, MVC decreased staff vacancies in the Veterans Homes by 37% and increased census by 13%.

MVC believes in creating opportunities for its workforce and building a dedicated team of nursing and ancillary professionals to care for our nation's heroes. Again, this year, MVC reapplied for a retention and recruitment differential partially funded through the VA's Payment to States for Programs to Promote the Hiring and Retention of Nurses at State Veterans Homes. This grant was approved and allowed MVC to pay bedside nursing team members a one-time \$780 differential to help with recruiting and retention. MVC continues its affiliation agreement with Lincoln University School of Nursing to sponsor CMT training in all seven Veterans Homes. This agreement allows MVC opportunities to provide additional training and certification for CNAs. This training allows CNAs to learn new skills, obtain upward career progression, and continue to serve our Veterans.

High CNA turnover and low retention plagued MVC during the COVID pandemic as many healthcare workers departed the industry. To increase efficiencies and foster opportunities and job skills, each Home recruits CNA students and organizes classes to train students to obtain a state certification as a nursing assistant. This year MVC trained and the state certified 238 CNAs. These newly certified team members are contributing to lower vacancies, lower turnover, and higher retention. The program is a win for the students, MVC, and the Veterans we serve.

## NUMBER OF STUDENTS THAT RECEIVED CNA CERTIFICATION IN THE VETERANS HOMES FY24



# 2024 VETERANS HOMES PROGRAM

MVC was honored to have six employees nominated as a Missouri Health Care Association (MHCA) District—Level Employees of the Year during FY24. MHCA collects nominees from skilled nursing facilities across the state and selects finalists based on employees that went the extra mile in their dedication and compassion to their facilities and to the residents they serve:

## CNA of the Year:

- Rosary Zalazinski - District 7, St. James

## Employee of the Year:

- Maria Tracy - Restorative Director, District 2, Cameron
- Letitia (Smiley) Redden - Custodial Manager, District 3, St. Louis
- Jaylon Taylor - Food Service Assistant, District 4, Mt. Vernon

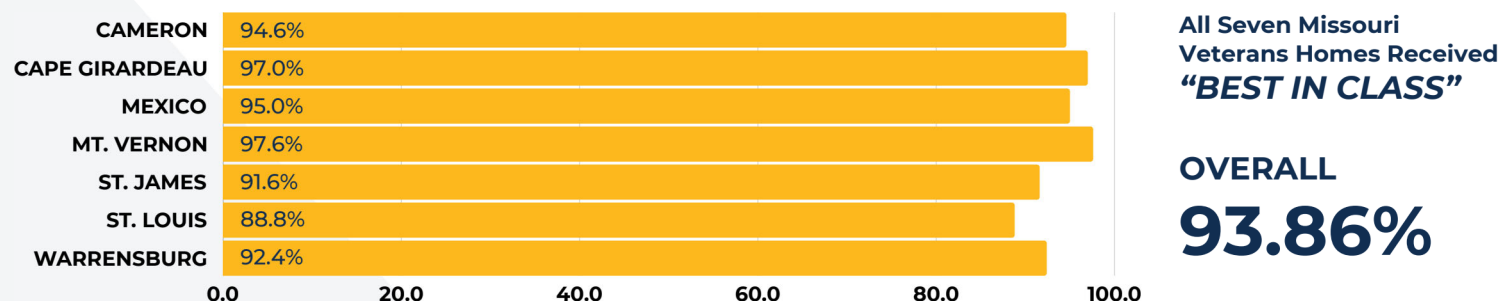
Jaylon Taylor (Mt. Vernon) was selected as the *MHCA employee of the year for the state of Missouri*.

## Administrator of the Year:

- David Hibler - District 2, Cameron
- Leonard Rhine - District 3, St. Louis

All seven Missouri Veterans Homes received a “Best in Class” customer satisfaction award from Pinnacle Quality Insight. Pinnacle is a customer satisfaction measurement firm with 26 years of experience in post-acute healthcare; they conduct over 150,000 phone surveys each year and work with more than 2,500 care providers. During the telephone survey, Veterans and their family members are asked open-ended questions to rank facilities in specific categories. MVC has contracted with Pinnacle since 2019 to help obtain objective feedback on Veteran and family satisfaction as part of our commitment to providing the highest level of care to those we serve.

The aggregate customer satisfaction scores, expressed in a percentage, are based on a rating scale of one to five, five being the highest. The Overall Customer Satisfaction score is the percentage of 4s and 5s MVC received, shown below for FY24:



In addition to being “Best in Class”, each Veterans Home received an annual survey from the VA resulting in full certification. On-site inspectors ensure Veterans Homes are meeting each of the 157 federal standards. A deficiency-free survey is the most favorable outcome available and means the Home is being operated in total compliance with federal regulations in key areas of resident care, services, staffing regulations, and life safety, just to name a few. This goal is not easily attainable.







# 2024 VETERANS SERVICE PROGRAM

The Missouri Veterans Commission employs 49 Veteran Service Officers (VSOs). Each VSO is accredited by the U.S. Department of Veterans Affairs (VA) and completes 16 hours of continuous education training each year to maintain accreditation. The skills required to provide successful claims assistance and appeals representation to the Board of Veteran Appeals (BVA) include a vast knowledge base of VA laws, federal, state, and local services and benefits available, and customer service skills. These skills and abilities allow our team to help Missouri Veterans understand their benefits and successfully provide Veterans and their families with the assistance needed to obtain their earned benefits and entitlements. The services they provide are 100% free to Veterans and their families.

Without professional assistance, many Veterans lose the benefits they have earned. MVC's VSOs provide outstanding dedicated service, individualize each application, and guide Veterans through the complex process. MVC's VSOs are Veterans themselves; they meet with Veterans face-to-face and develop claims that net the largest possible benefit.

MVC VSOs have assisted Veterans and their families to obtain more than \$512 billion through federal benefits. These federal dollars enter the state as a direct result of the hard work of the Veteran Service Program. The funds are used by Missouri Veterans and their families and stimulate Missouri's economy.

During FY24, MVC VSOs filed 2,220 new compensation and pension claims which resulted in over \$15.3M in new awards! This is a 12% increase in new awards and 21% increase in the number of new beneficiaries assisted by MVC VSOs since FY23. These amounts are directly attributable to the activities and efforts of MVC VSOs. The work the VSO team does for Missouri's Veterans and their families is long-lasting and impactful. To better connect Veterans to Service Officers, MVC launched a GIS Service Officer Locator on its website. The tool provides the location of the nearest Service Officer along with contact information, office hours, and other important information.

MVC's Veterans Service Program provided the amazing results described above while at the same time providing excellent customer service. Over 2,600 customer surveys were collected during the fiscal year. Of those surveys, 95% of respondents indicated they were satisfied or highly satisfied and would recommend the MVC VSO to others.

## FY24 STATS

**7,330** ➤ ESTABLISHED / REESTABLISHED REPRESENTATION

**1,078** ➤ COMPLETED APPLICATIONS FOR VA HEALTHCARE

**974** ➤ ASSISTED WIDOWS, WIDOWERS & DEPENDENTS WITH BENEFITS

**139** ➤ COMPLETED APPEALS TO BVA (DC)

**2,761** ➤ APPEALS SUBMITTED TO BVA

**262** ➤ APPLIED FOR VETERAN GRAVE MARKER/MEDALLION



# 2024 VETERANS GRANTS PROGRAM



The Missouri Veterans Commission offers up to \$1,600,000 of grant funding and joint training and outreach efforts each year to be distributed in matching funds for Federally Chartered Veteran Service Organizations and municipal government agencies that are certified by the U.S. Department of Veterans Affairs (VA) to process Veterans claims. These organizations assist MVC in its mission of providing assistance in obtaining benefits Veterans and their families are legally entitled to, encouraging those eligible to apply, and successfully managing claims. In FY24, \$1,586,129.53 in grant, joint training and outreach funds were distributed. The Veteran Service Organizations apply for grants through an application process and meet quarterly with MVC staff to discuss distributions and roundtable best practices.

## FY24 GRANT DISTRIBUTION SUMMARY



➤ **\$599,838.50**



➤ **\$56,056.50**



➤ **\$595,321.50**



➤ **\$28,693.50**



➤ **\$201,682.99**



➤ **\$13,176.00**

**OUTREACH  
& TRAINING** ➤ **\$91,360.54**

# 2024 COMMUNICATIONS AND OUTREACH

Outreach efforts were strong in FY24 as the MVC team traveled across the state attending events and sharing outreach events on the Veterans Benefits and Resource Portal. The year kicked off with the Missouri State Fair in August, where Veteran Service Officers and other MVC team members interacted with over 1,400 Veterans. Throughout fiscal year 2024, MVC attended 274 outreach events and made contact with over 11,000 Veterans. Late in the year, MVC launched VMack and the Vets, an online series of short, informative messages that focus on frequently asked benefit questions and hot topics. These interactions helped MVC push its communication strategy, which emphasizes education, benefit awareness, and collaboration between state and federal partners.

The outreach team continues its partnership with Governor Parson and others across the state through participation in the “Governors Challenge to Prevent Suicide Among Service Members, Veterans and their Families.” This important group organizes efforts and contributes Missouri priorities to a national effort focused on Veteran suicide prevention. These efforts include the creation of digital media displayed in Government office buildings across the state and engaging the Veteran audience on social media platforms. MVC also awarded a contract with the Columbia Center for Urban Agriculture to help address Veteran homelessness and Veterans Community Project.

MVC partnered with multiple state government agencies to cross-promote Veteran benefits and educate about MVC’s important mission. Partnerships include coordination with the Department of Natural Resources (DNR) for the annual Hero Hunt; collaboration with the Missouri Department of Conservation (MDC) to cross-promote events and Veteran benefits such as hunting and fishing permits; and partnering with the Missouri Department of Corrections Reentry 2030 initiative to improve reentry success for Veterans exiting prison.

MVC added 20 new resources to the Missouri Benefits and Resource Portal for Veterans and Military, added a Veteran Service Officer look-up tool utilizing GIS technology to our website, and welcomed over 247,000 new visitors to our website.

Social media continues to be a primary way MVC interacts with the Veteran community. Our reach continues to improve, reaching 8% more social media followers than in FY23. We encourage everyone to follow or “like” our pages.



**BENEFITS  
& RESOURCE  
PORTAL FOR  
VETERANS  
& MILITARY**

**49,405**  
**NEW VISITORS**



**37,440**



**390**



**690**



# 2024 COMMUNICATIONS AND OUTREACH



Will clinics continue to be a way MVC helps Veterans plan for the unknown. MVC established free legal clinics for drafting wills and powers of attorney for Veterans and their spouses in fiscal year 2022. This year, MVC's Office of General Counsel continued the all-volunteer program with local attorneys assisting 768 Veterans. In addition to these services, the team provided "Planning for the Future", a free informational guide to help Veterans and their families navigate options available as they age. The initiative has been highly successful.

**509**

**WILLS**

**499**

**HEALTHCARE POWER OF ATTORNEY**

**475**

**ADVANCED DIRECTIVES**

**495**

**GENERAL POWER OF ATTORNEY**

**\$1,152,500**

**ESTIMATED SAVINGS FOR VETERANS**

Since inception, the will clinics have served 1,719 Veterans and their spouses constituting approximately \$3,107,500 in savings.

**2024**

# CONTACT US



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## **VETERANS**

**BENEFITS & RESOURCES PORTAL**

**[veteranbenefits.mo.gov](https://veteranbenefits.mo.gov)**



## **DIGITAL BENEFITS GUIDE**

**FOR VETERANS & DEPENDENTS**

**[mvc.dps.mo.gov/docs/veterans-benefits-guide.pdf](https://mvc.dps.mo.gov/docs/veterans-benefits-guide.pdf)**





**MISSOURI VETERANS  
COMMISSION**